



MERIT AWARDS I Presentation

July 1995

Program Evaluation & Information

2077500881

- Relative to its size, Merit Awards attracted more responders than any other non-Marlboro promotions.
- Younger responders tended to wait longer to respond to Merit Awards than older responders.
- 45% of the items were ordered in the last three weeks.
- The surge in the last three weeks was not directly attributable to any specific UPC group.
- Region 4 accounted for more than its fair share of responders.

KEY FINDINGS

PROGRAM SPECIFICS

80017
#6

PROGRAM LENGTH	9 MONTHS
START DATE	8/15/94
END DATE	5/31/95
TOTAL ITEMS	10
LOW ITEMS	3
MID ITEMS	2
HIGH ITEMS	5

Boeing

PROGRAM CIRCULATIONS

DIRECT MAIL #1	1,673,500
DIRECT MAIL #2	826,374
FSI	58,558,000
CARTON INSERT	5,000,000
RETAIL	3,959,150
MAGAZINE	192,000,000

100% - 12%
+1 %

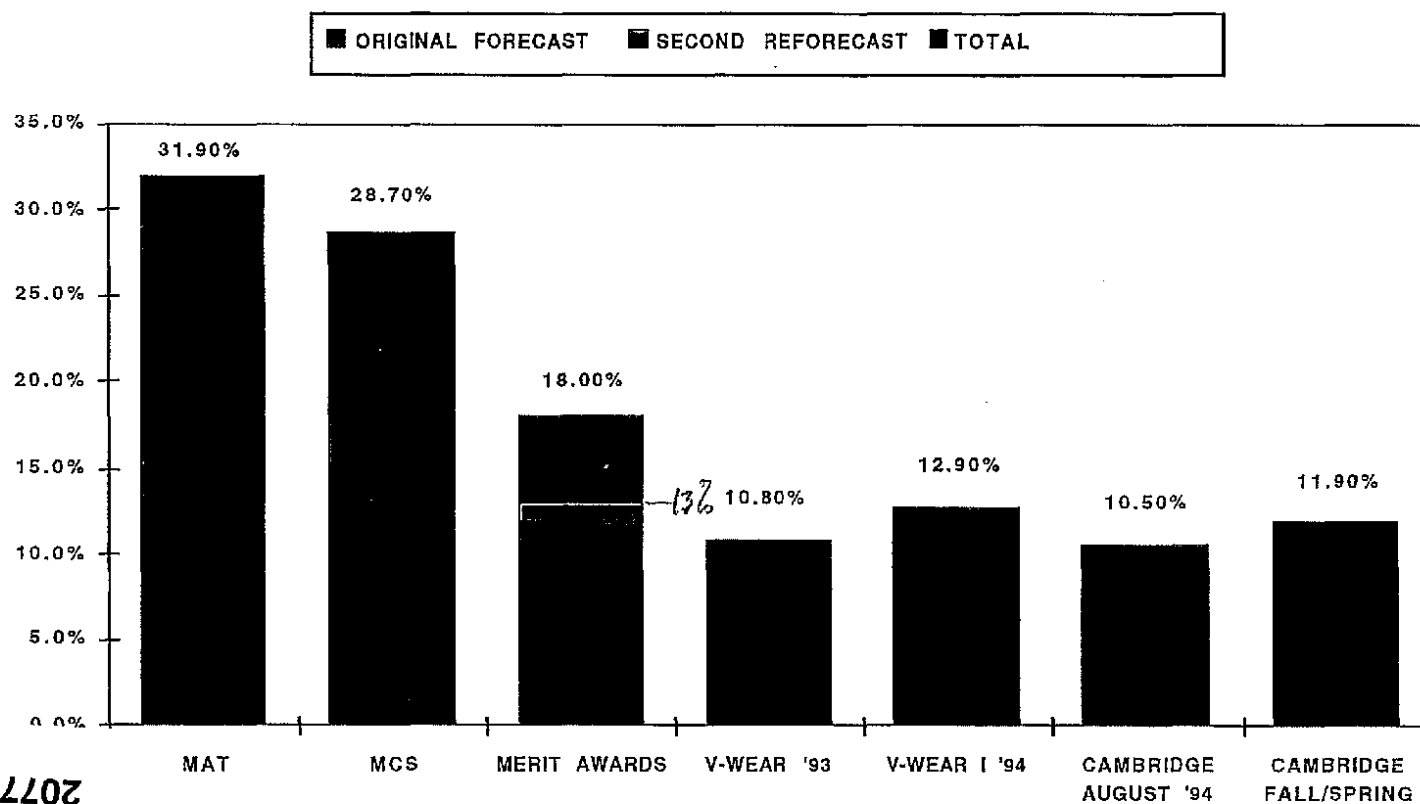
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% OF BRAND SMOKERS

Relative to its size, Merit Awards attracted more responders than any other non-Marlboro promotions.

CONTINUITY PROGRAM BRAND PENETRATION



No way to predict.
No indication of this surge.

* Be Careful! Look at OPS.

Becky

PROGRAM RESULTS

X Ppm
MAL MAZ

PEOPLE RESPONDING	171,638
ORDERS PROCESSED	208,133
ITEMS ORDERED	513,404
UPCS REDEEMED	63,330,405
ITEMS PER ORDER	2.47
UPCS PER ORDER	304

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AGE/GENDER FOR MERIT JUNE AND MERIT AWARDS

Merit Awards did a better job of attracting younger smokers than Merit June.

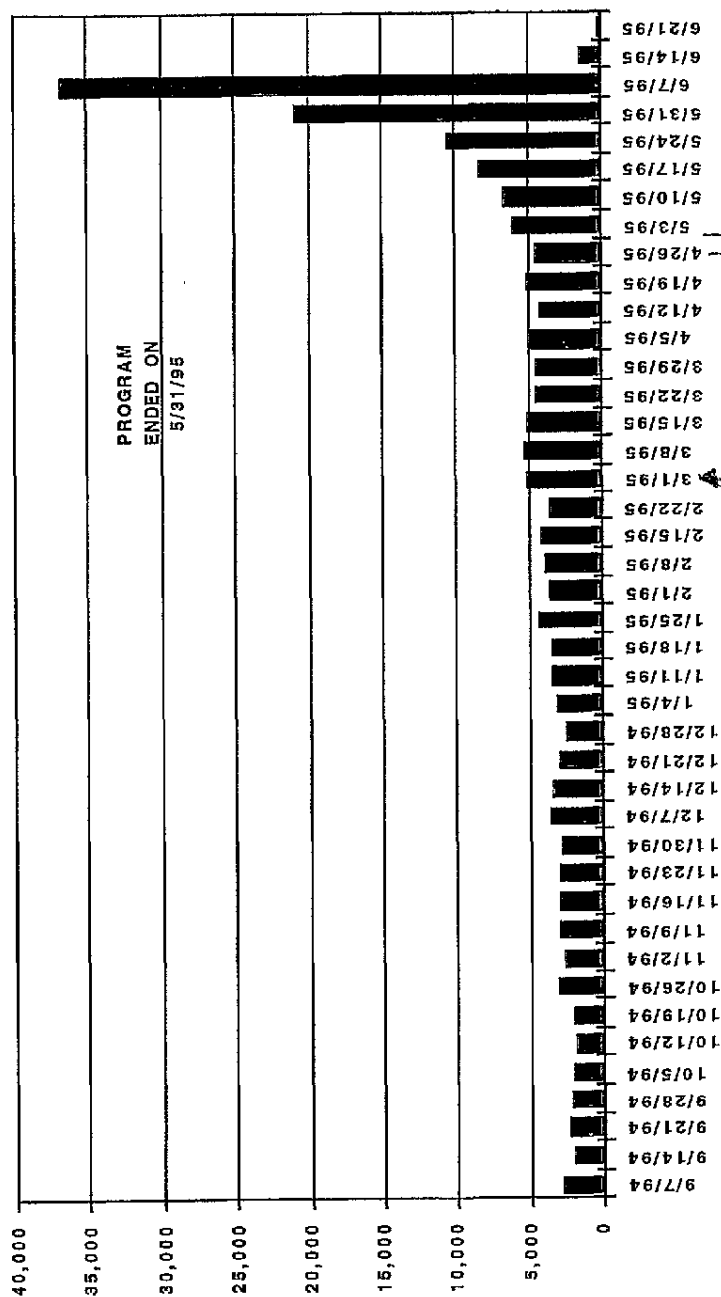
	MERIT JUNE 94	MERIT AWARDS I	CONSUMER TRACKING
21-24 MALE	33	87	0.6%
21-24 FEMALE	87	133	0.6%
25-34 MALE	51	69	9.0%
25-34 FEMALE	92	105	10.8%
35-44 MALE	68	80	18.1%
35-44 FEMALE	107	115	18.5%
45-54 MALE	95	92	11.3%
45-54 FEMALE	124	114	11.7%
55+ MALE	121	93	9.7%
55+ FEMALE	163	130	9.8%

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WEEKLY ORDERS

As expected, the majority of orders were redeemed at the end of the program.

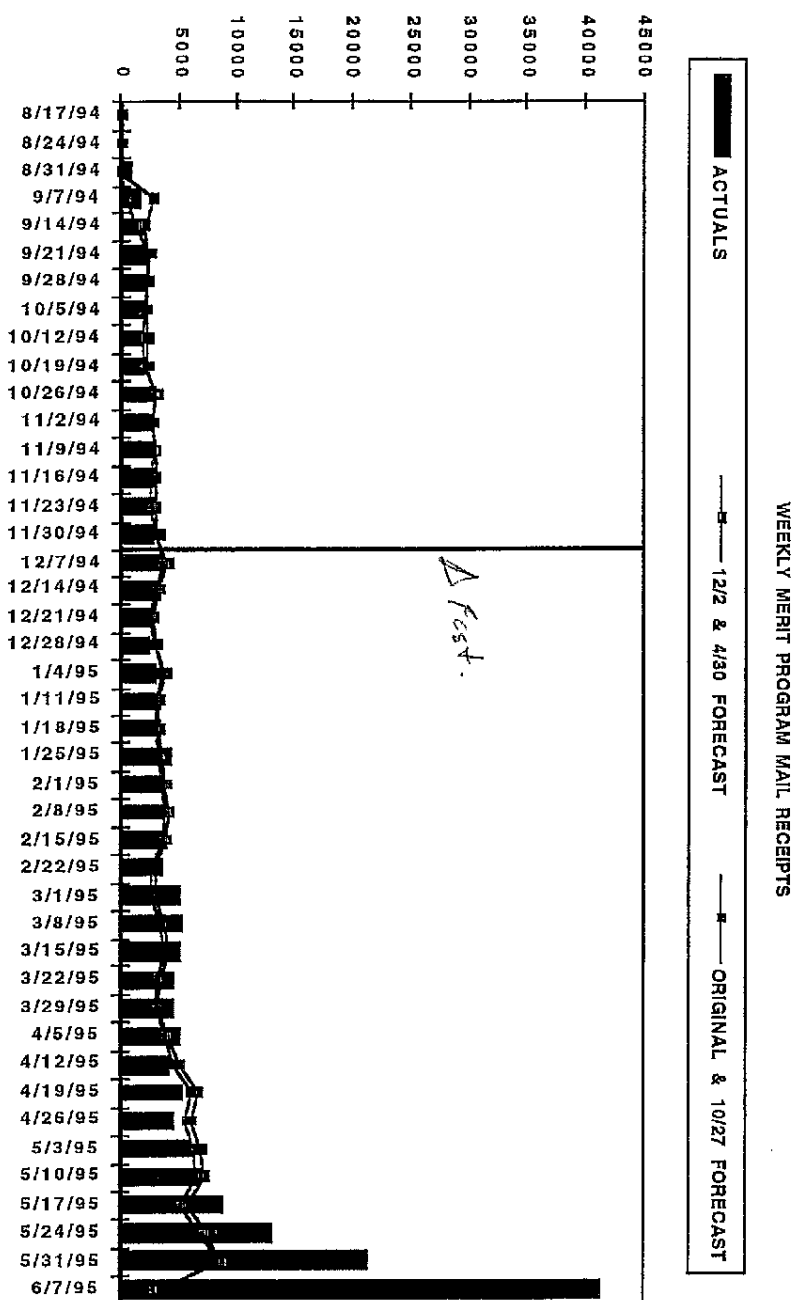
MERIT AWARDS SEPTEMBER: WEEKLY ORDERS



AM → Not Reason Back on First by

WEEKLY ORDERS VERSUS FORECAST

However, the number of orders in the last three weeks were above forecast.

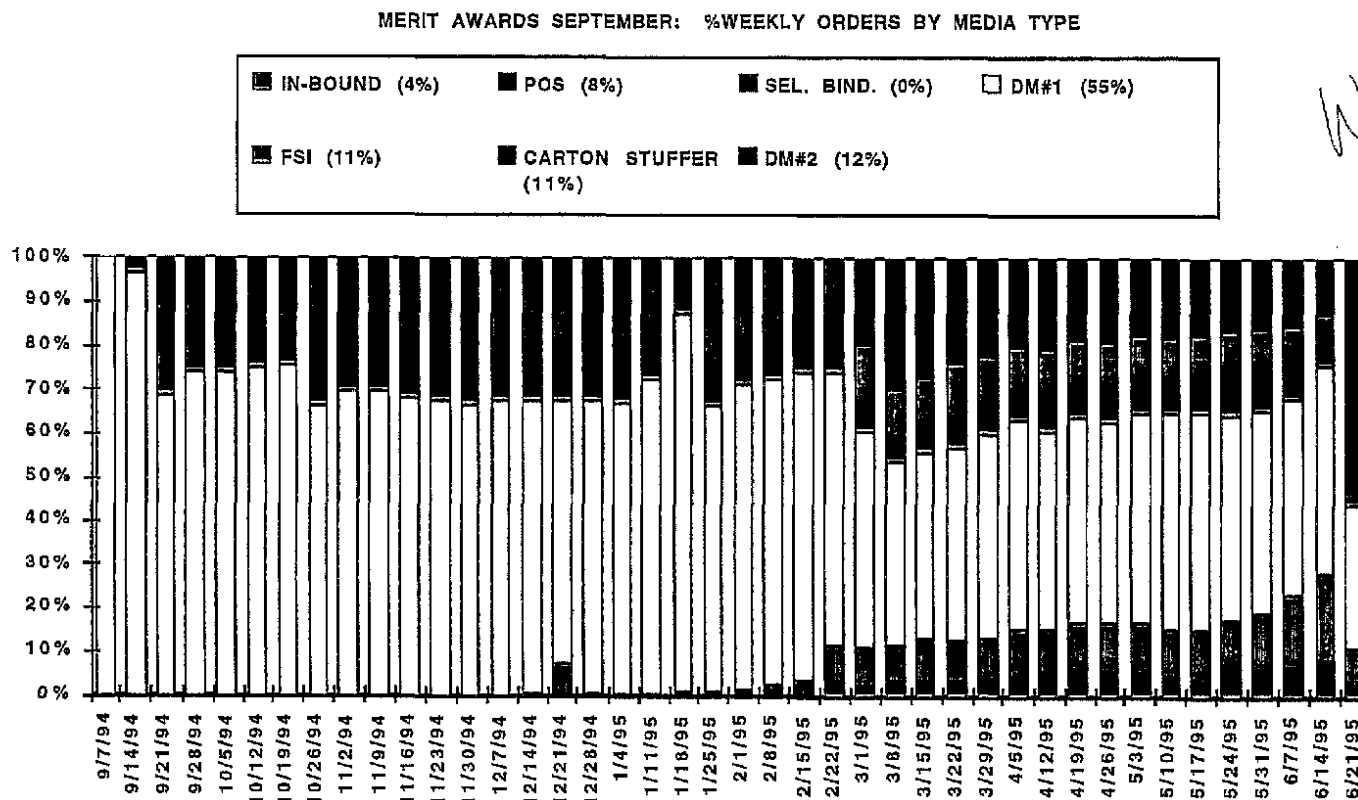


Spiking

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% OF WEEKLY MAIL RECEIPTS BY MEDIA

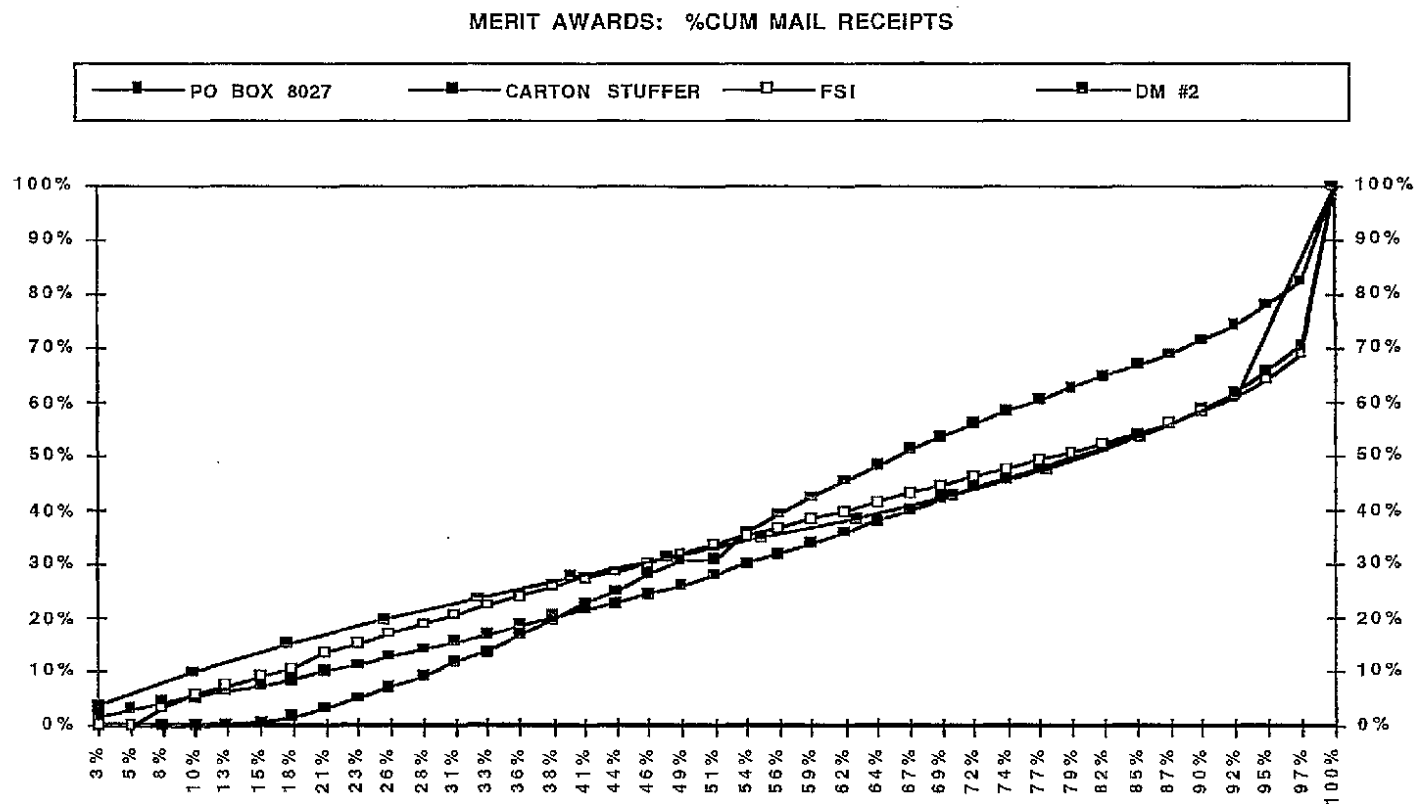
As expected, direct mail accounted for the largest catalog response.



*Where is the
Posion Stuffer,
in-bound FSI
media stuff?*

% CUMULATIVE MAIL RECEIPTS BY MEDIA

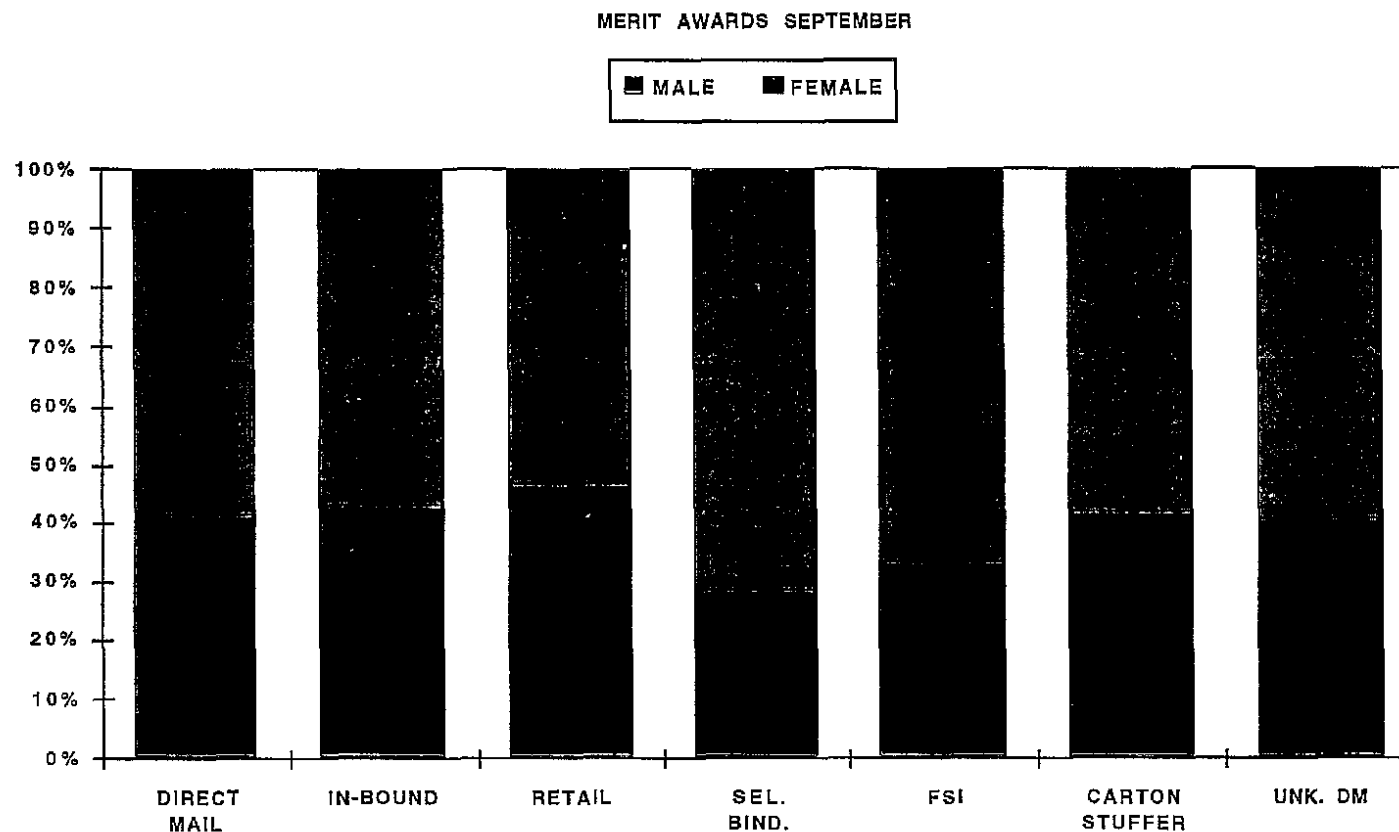
All media followed a similar pattern indicating that the surge was not generated by the second direct mail.



• Better predicting in future.

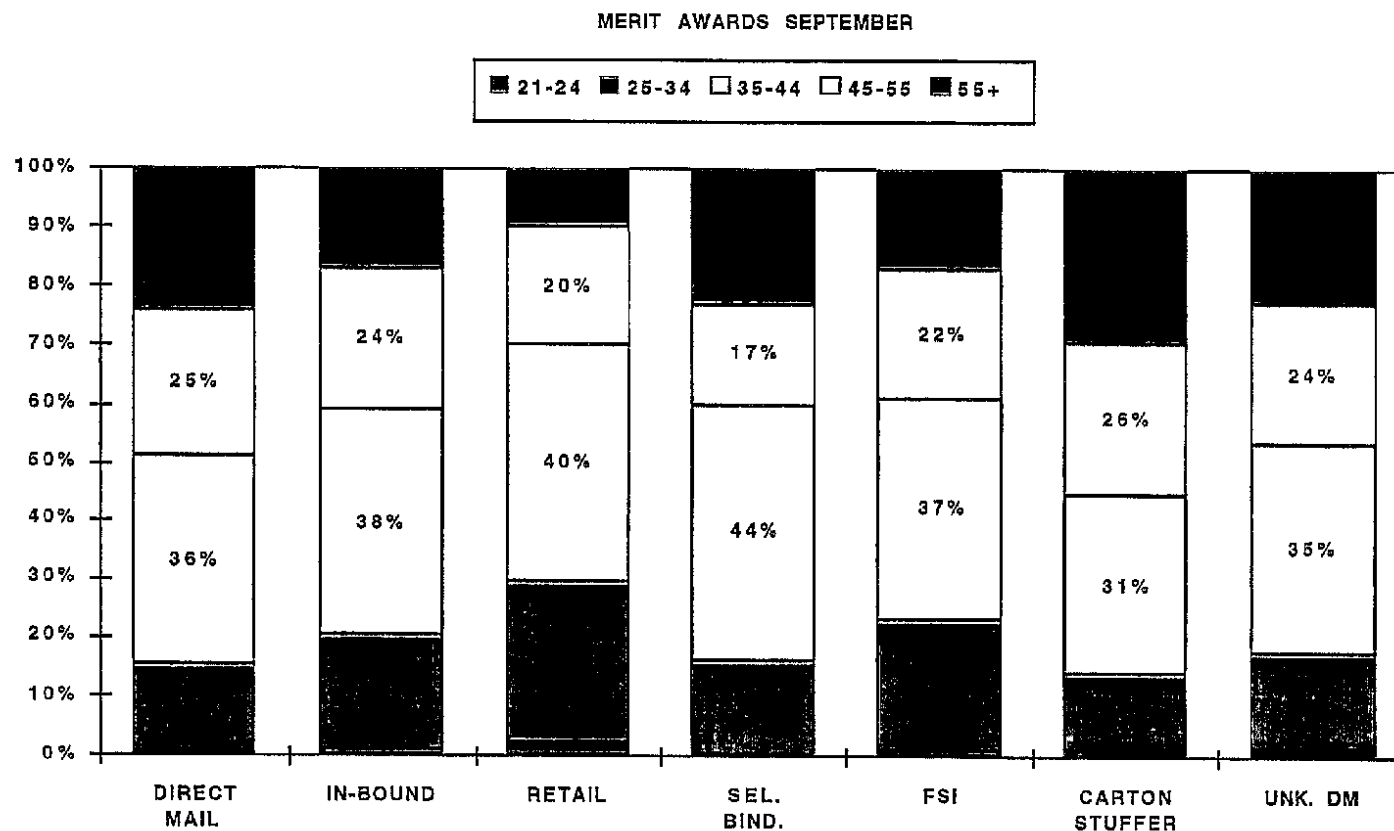
MALE/FEMALE PERCENTAGES BY MEDIA

FSIs and Selective Binding attracted a higher percentage of females than other media.



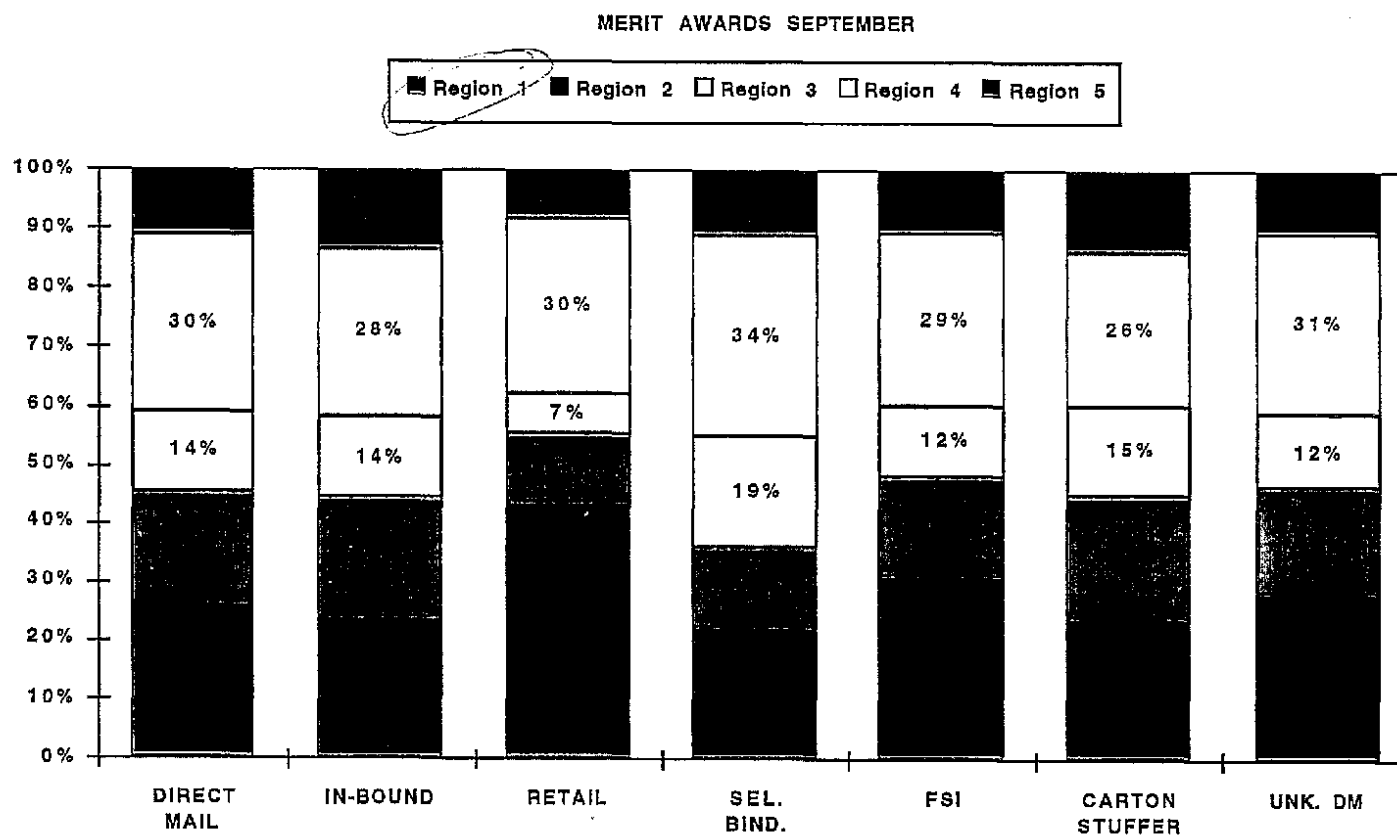
AGE PERCENTAGES BY MEDIA

Retail responders skewed younger than any other media vehicle.



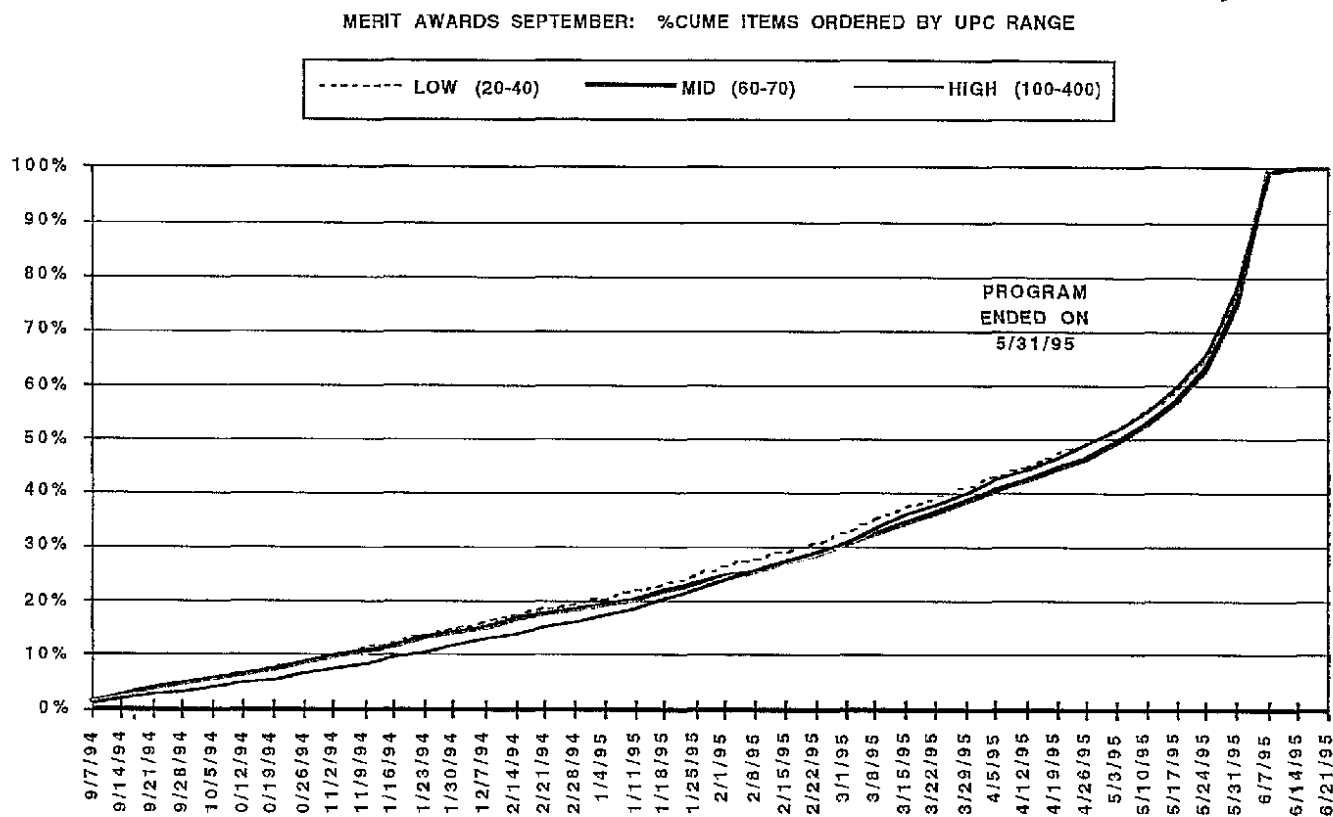
AGE PERCENTAGES BY REGION

In addition, retail responders skewed toward Region 1.



% CUMULATIVE ITEMS BY UPC GROUP

All three UPC groups exhibited similar redemption patterns.



AGE/GENDER SURGE/PRE-SURGE ORDERS

Younger responders waited longer to respond to Merit Awards than older responders.

	PRE-LAST 3 WEEKS	LAST 3 WEEKS
21-24 FEMALE	0.4%	0.6%
21-24 MALE	0.7%	1.1%
25-34 FEMALE	5.3%	7.4%
25-34 MALE	9.9%	13.0%
35-44 FEMALE	13.5%	15.9%
35-44 MALE	20.3%	22.7%
45-54 FEMALE	10.7%	10.0%
45-54 MALE	13.8%	12.7%
55+ FEMALE	10.5%	7.0%
55+ MALE	14.9%	9.7%

*Proportion - 3 wk
Last 3 wk*

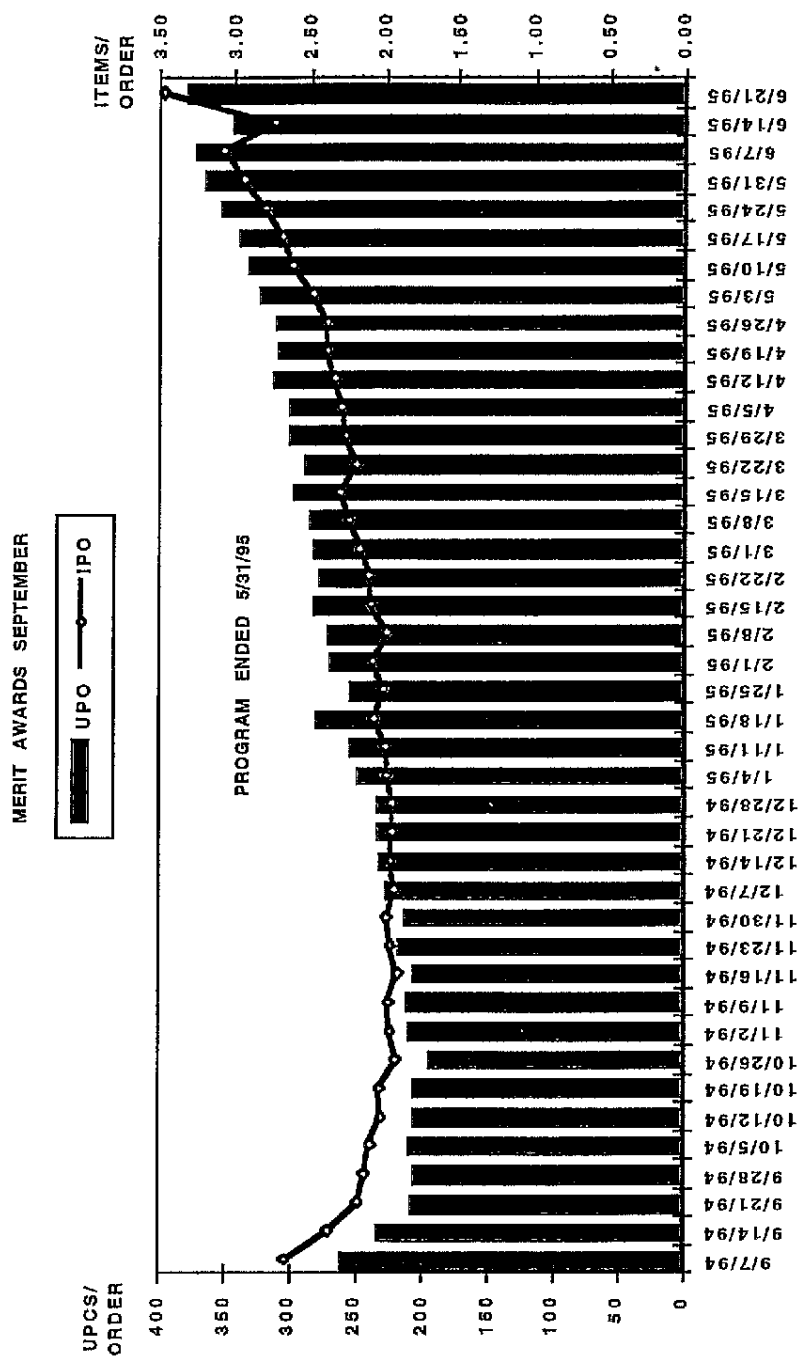
AGE/GENDER SURGE/PRE-SURGE ITEMS INDEX

The surge in the last three weeks was not attributable to any specific UPC group.

	LOW	MID	HIGH
21-24 MALE	106	105	93
21-24 FEMALE	101	98	100
25-34 MALE	96	105	103
25-34 FEMALE	96	109	102
35-44 MALE	97	108	100
35-44 FEMALE	100	107	99
45-54 MALE	99	109	99
45-54 FEMALE	101	112	97
55+ MALE	95	110	101
55+ FEMALE	98	111	99

IPO/UPO

UPC collection increased steadily after the initial IPO and UPO surge.

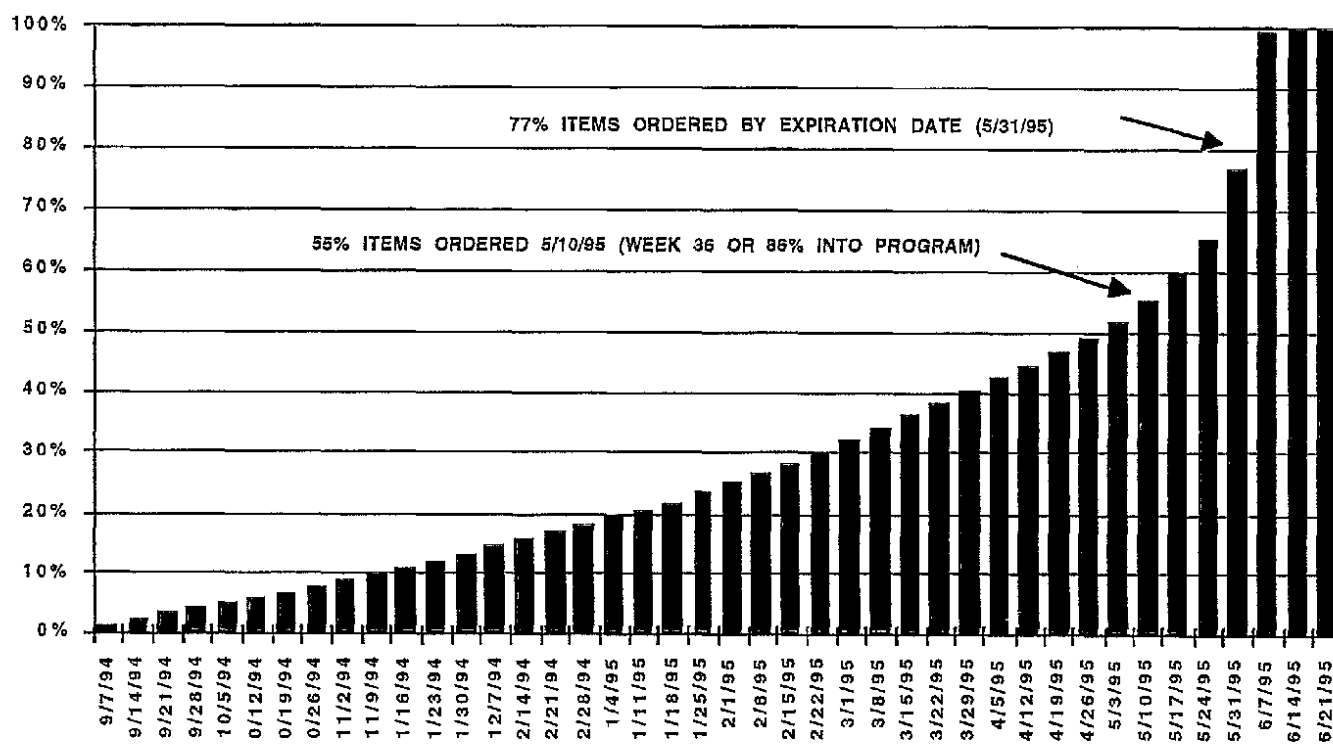


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CUMULATIVE ITEMS ORDERED

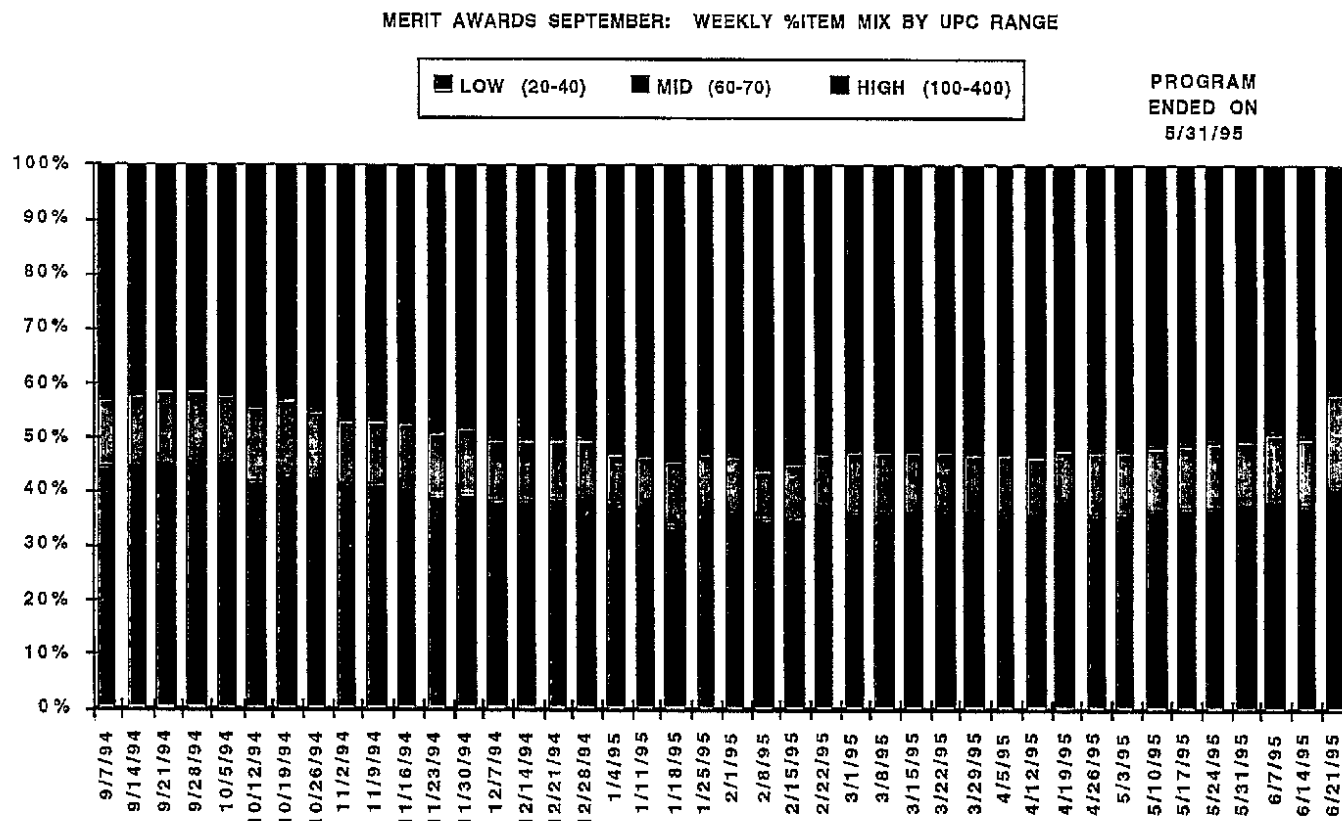
45% of the items were ordered in the last three weeks of the program.

MERIT AWARDS SEPTEMBER: %CUM ITEMS ORDERED



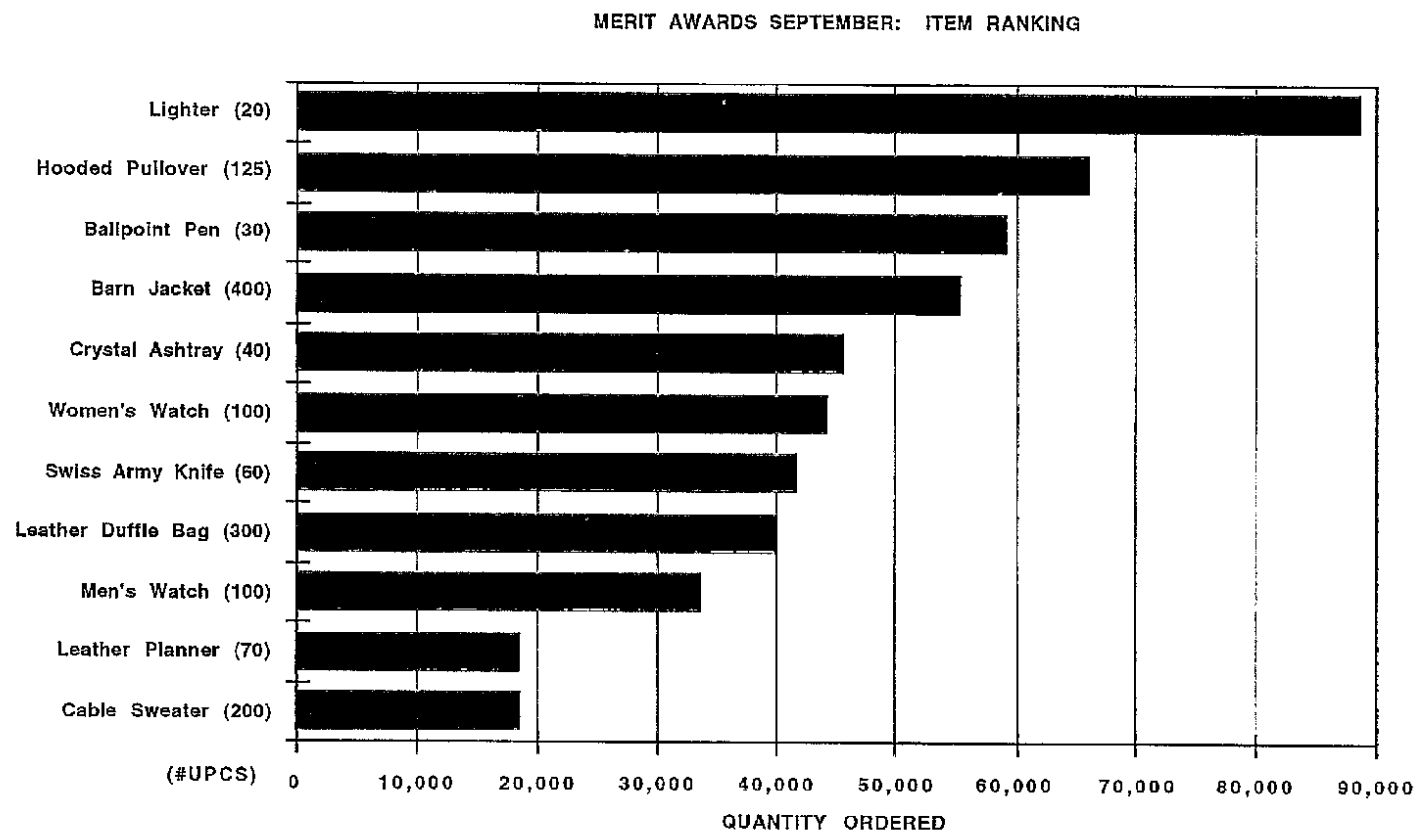
WEEKLY % OF ITEMS BY UPC GROUP

As expected, as the program progressed, High UPC items accounted for a slightly increasing share of the items ordered week to week.



ITEM RANKING

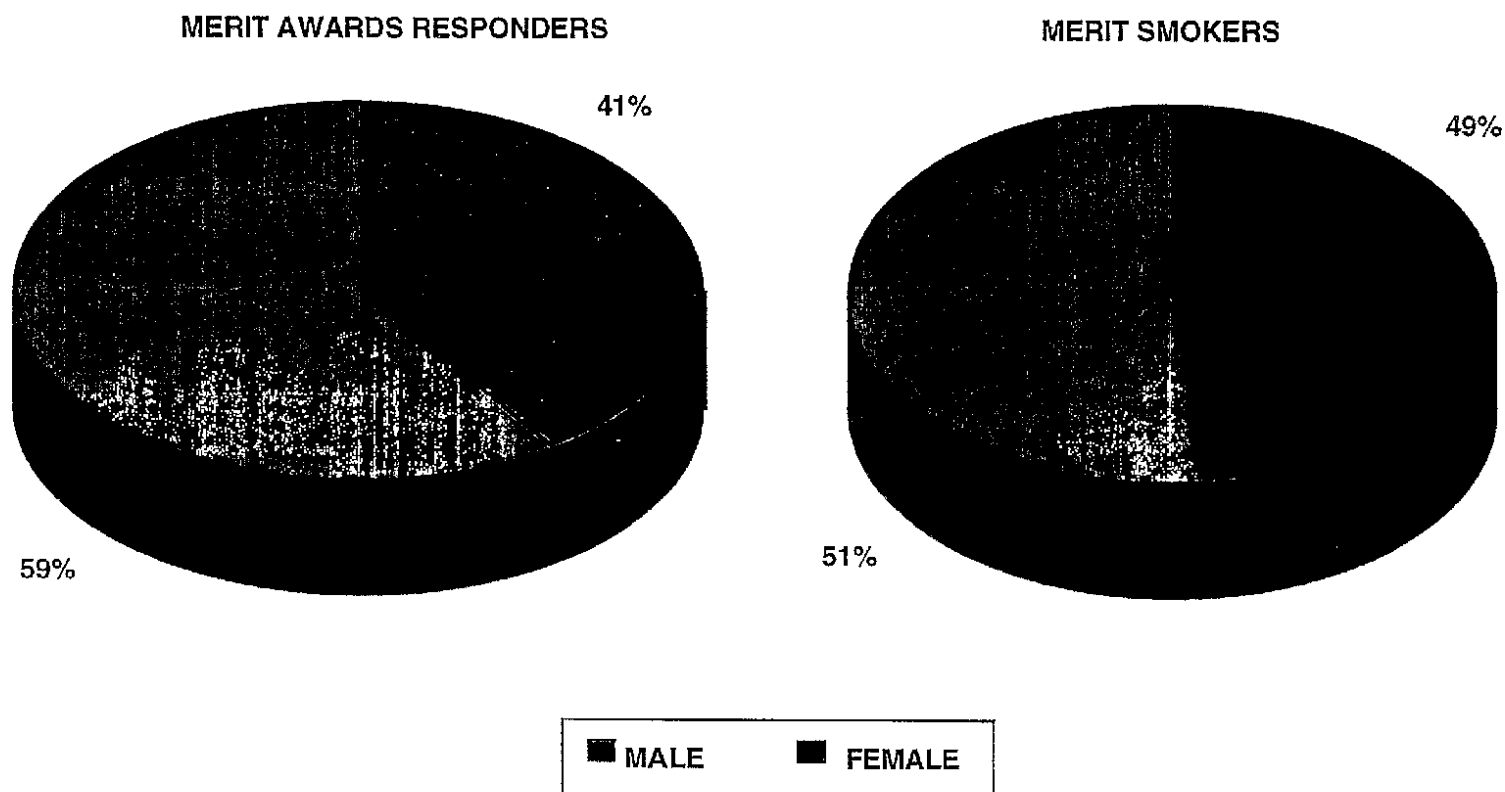
The lighter was the most redeemed item.



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MALE/FEMALE RESPONDERS VERSUS BRAND FRANCHISE

Female responders accounted for a higher percentage of responders than the brand franchise.



MALE/FEMALE ITEM INDEX

Most of the items had equal appeal to both females and males.

	MALE	FEMALE
Lighter	106	96
Ball Point	107	95
Crystal Ashtray	97	102
Swiss Army Knife	126	82
Leather Planner	88	108
Watch	98	102
Pullover	99	101
Sweater	84	111
Duffle Bag	100	100
Jacket	100	100

Handwritten: 5/10

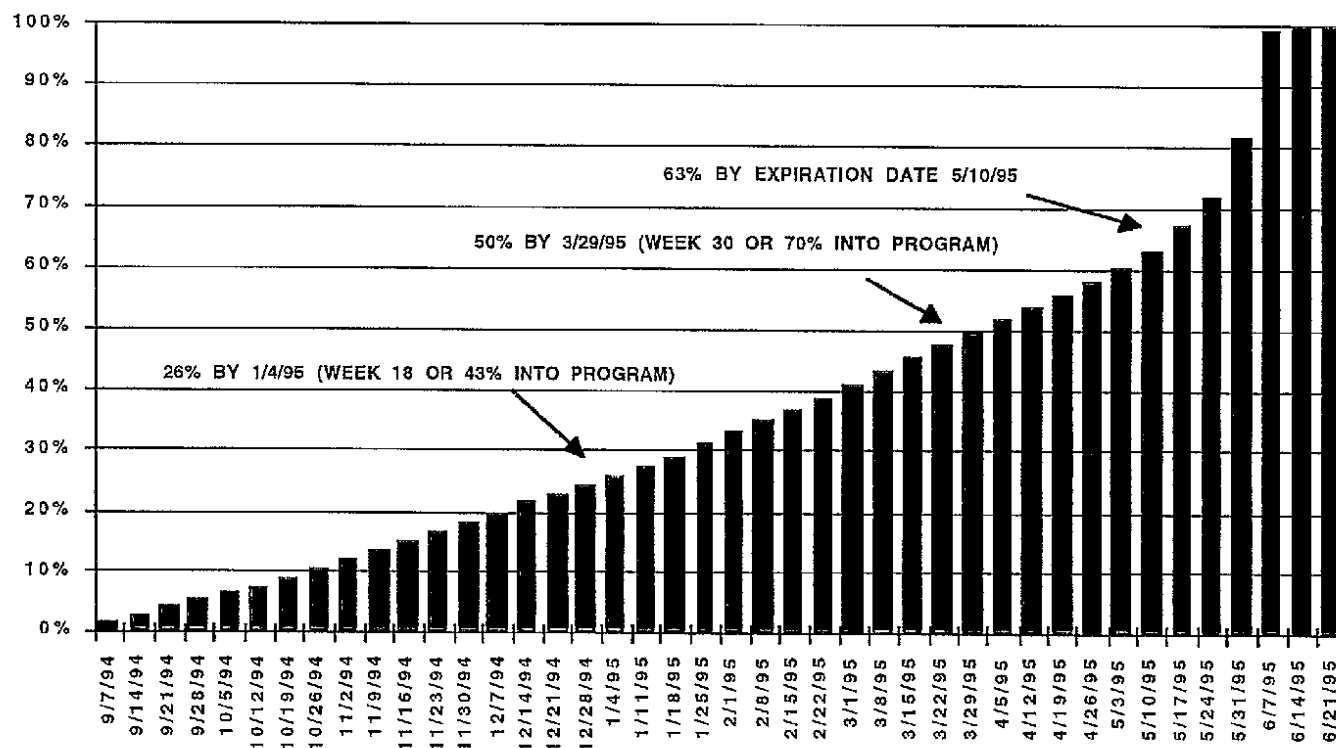
Handwritten: % female. resp. light to
% total responses
female

Handwritten: T M F DS

CUMULATIVE % NEW RESPONDERS

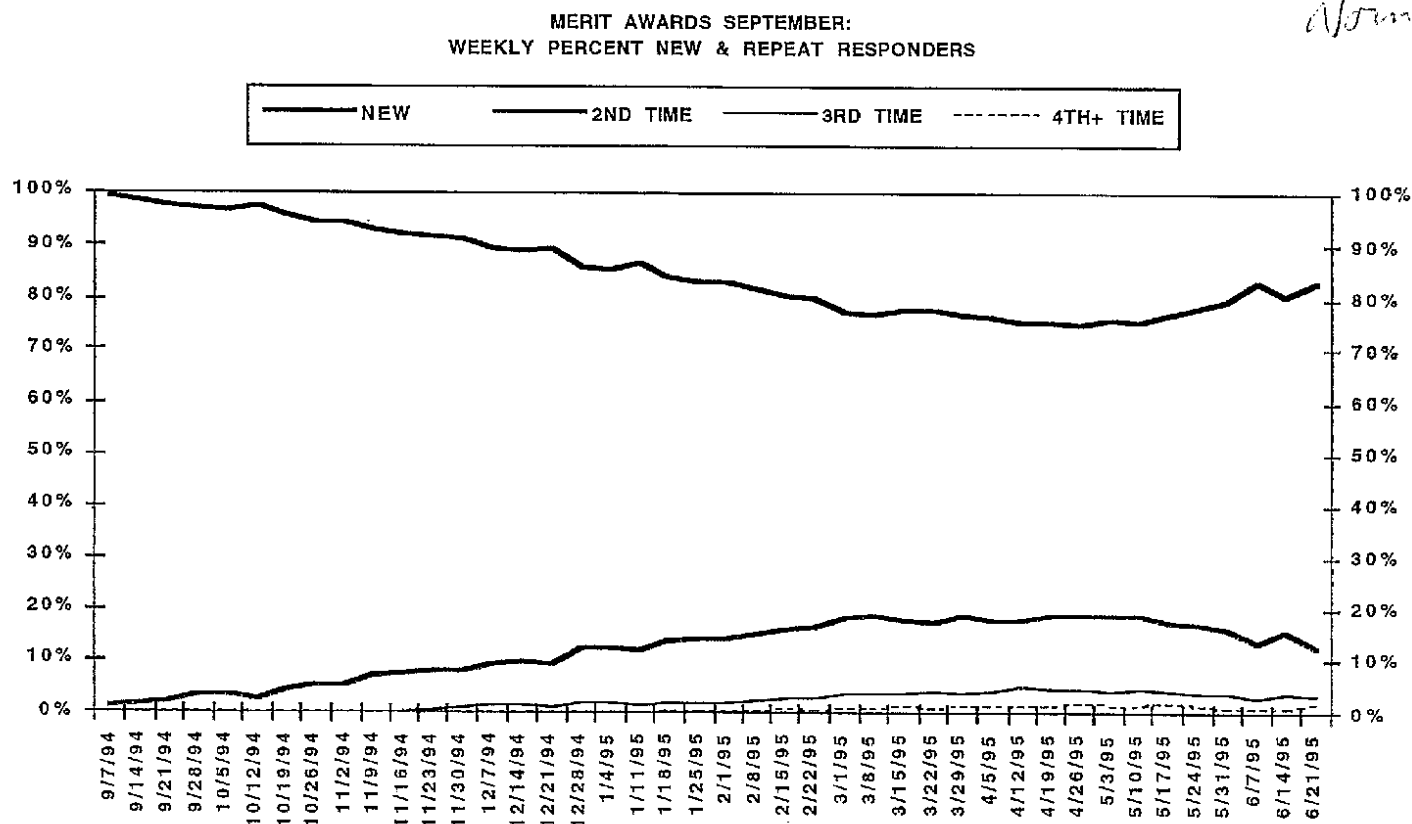
63% of all responders had redeemed at least once before the last three weeks of the program.

MERIT AWARDS SEPTEMBER: %CUM NEW RESPONDERS



WEEKLY % NEW RESPONDERS

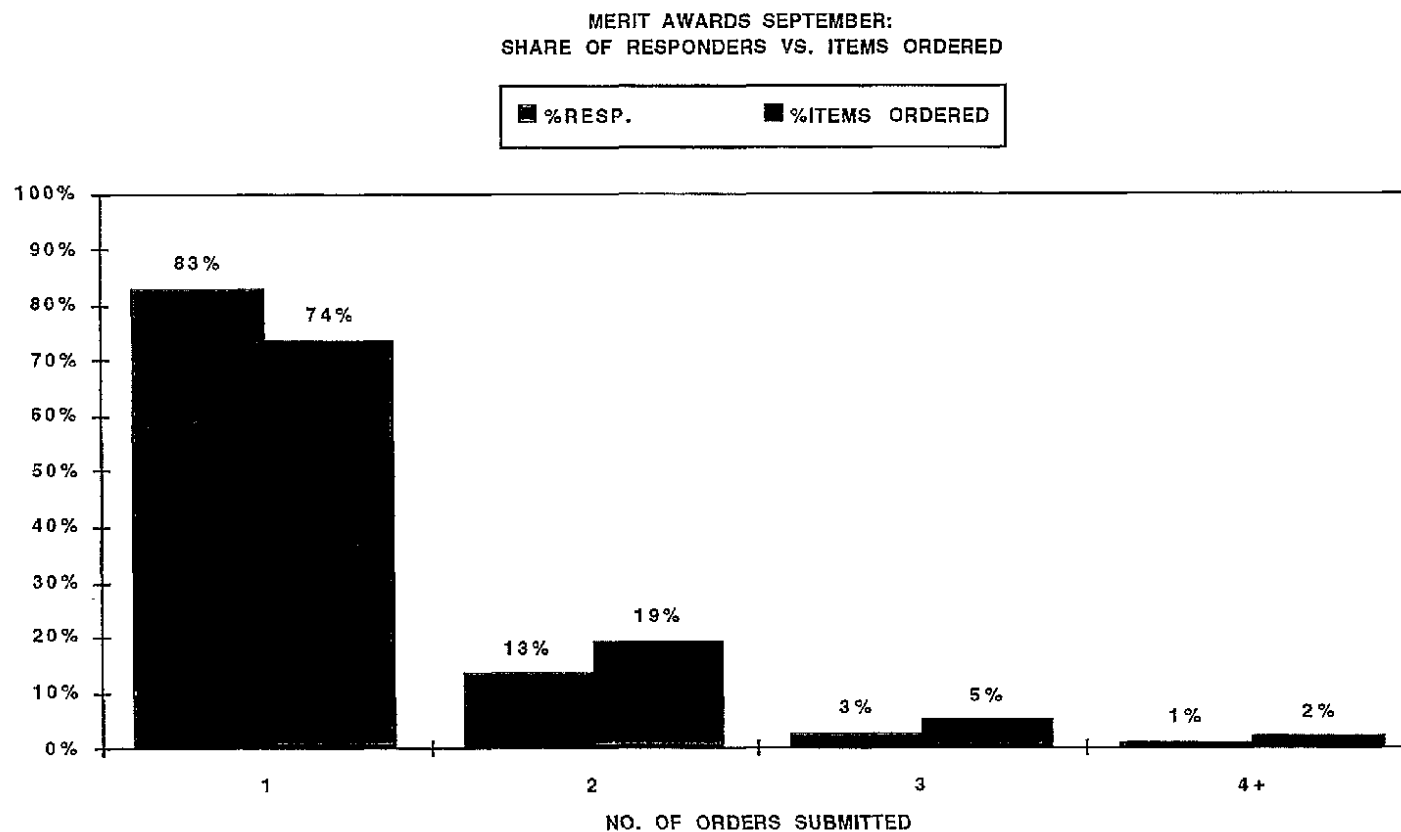
As the program progressed, multiple responders accounted for an increasing share of the orders received each week.



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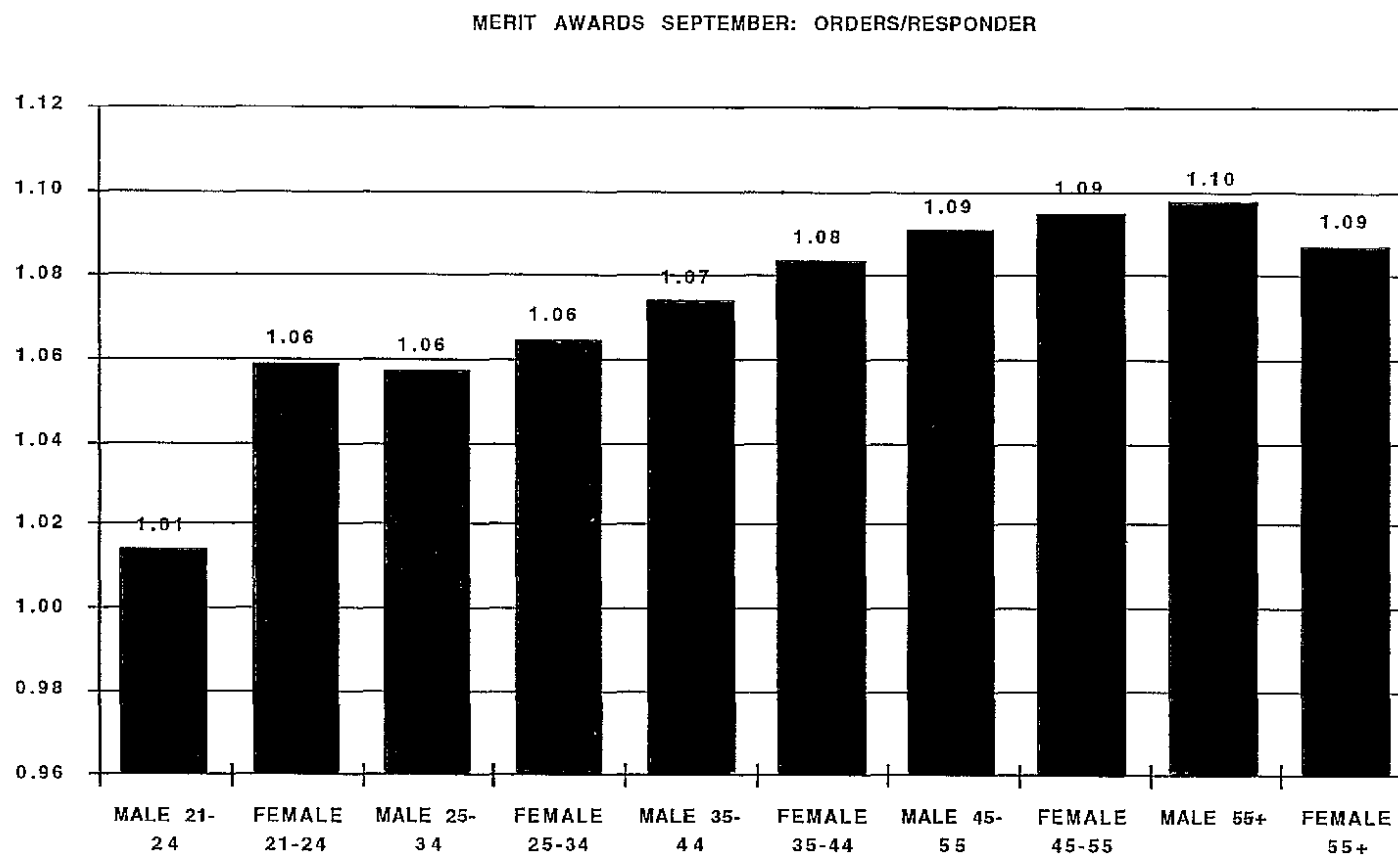
ITEMS ORDERED

Multiple responders accounted for 26% of the items ordered.



ORDERS PER RESPONDER

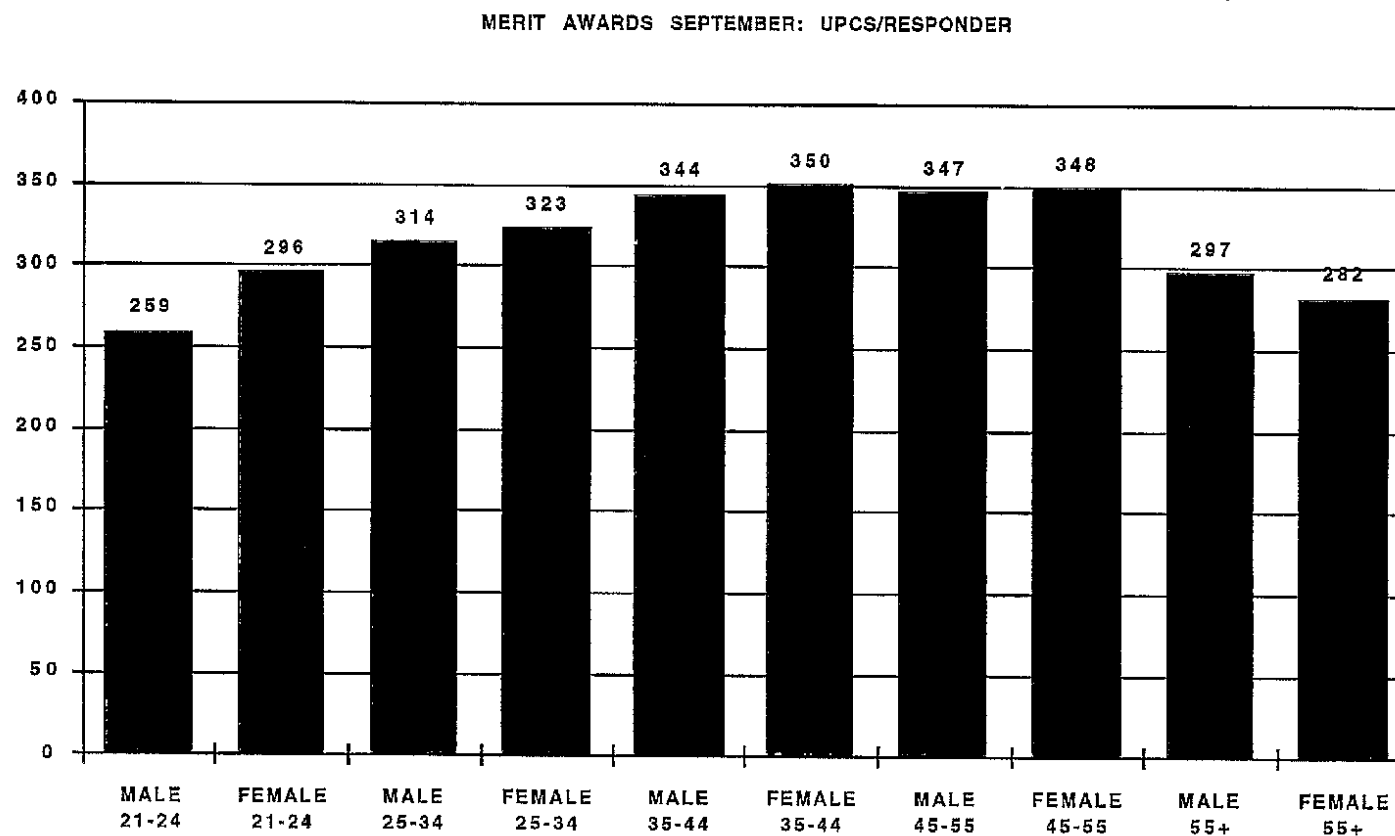
Younger responders ordered less often,...



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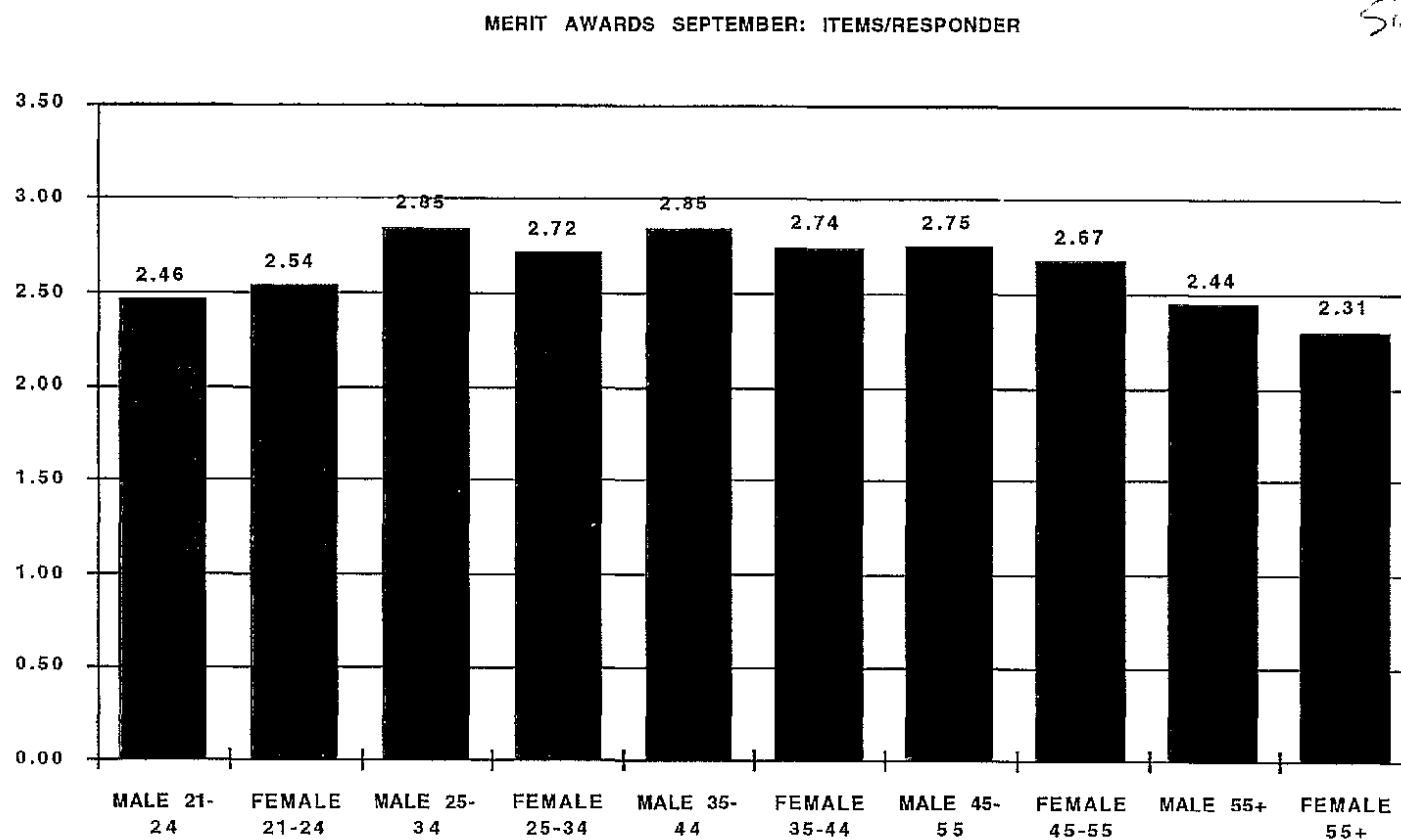
UPCS PER RESPONDER

...and with fewer UPCs than older responders.



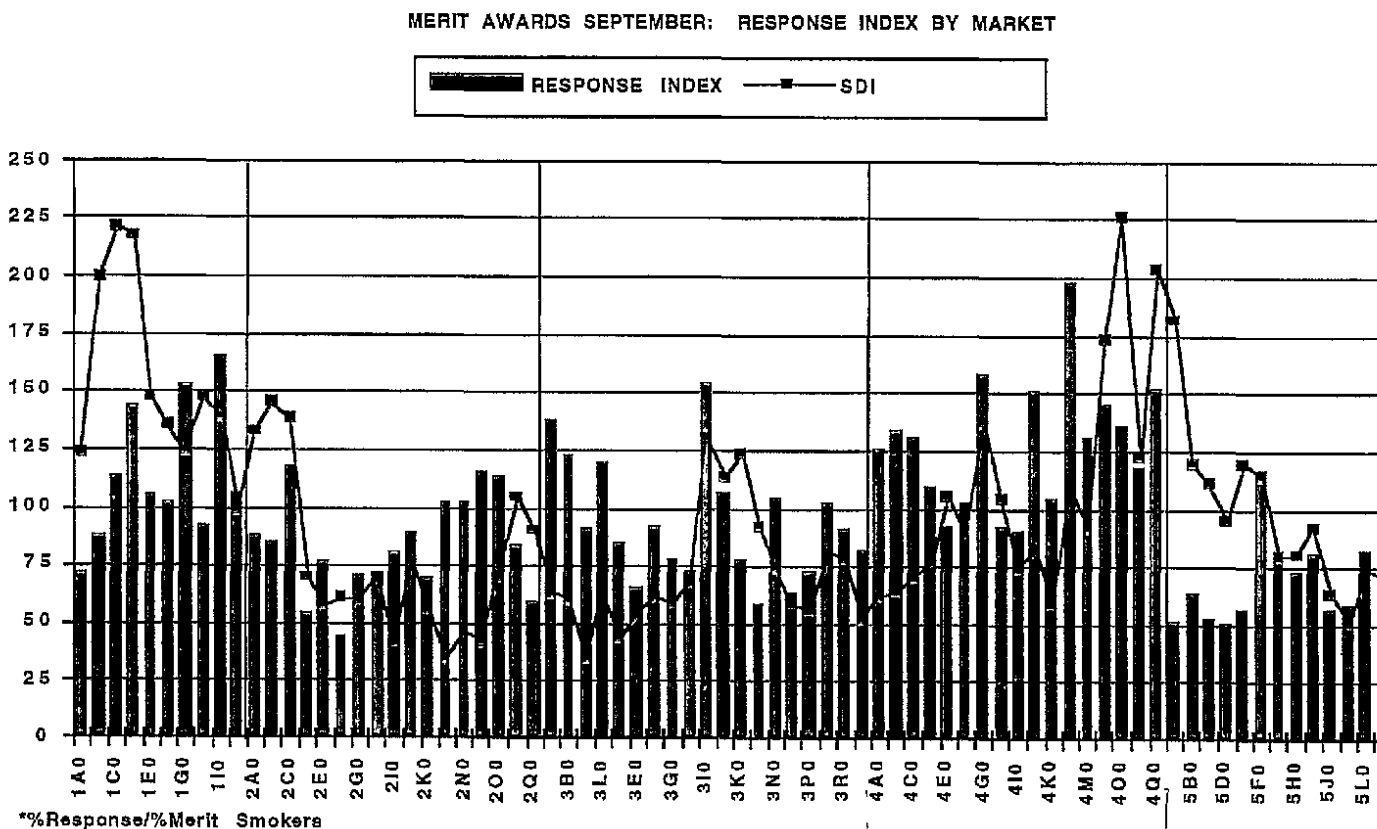
ITEMS PER RESPONDER

However, younger responder ordered more items than 55+ responders.



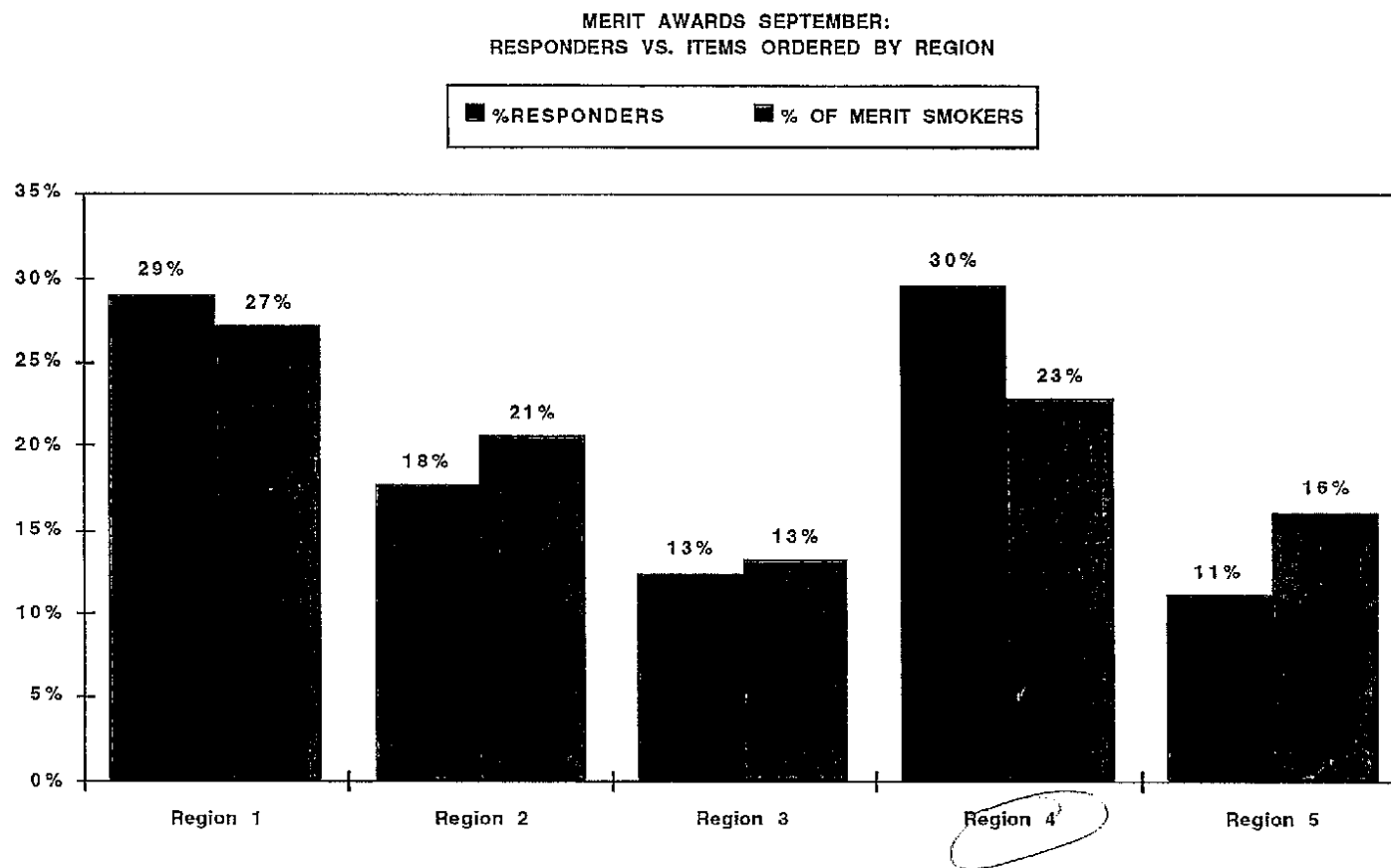
RESPONSE VERSUS SDI

There is little correlation between Merit Awards response and SDI.



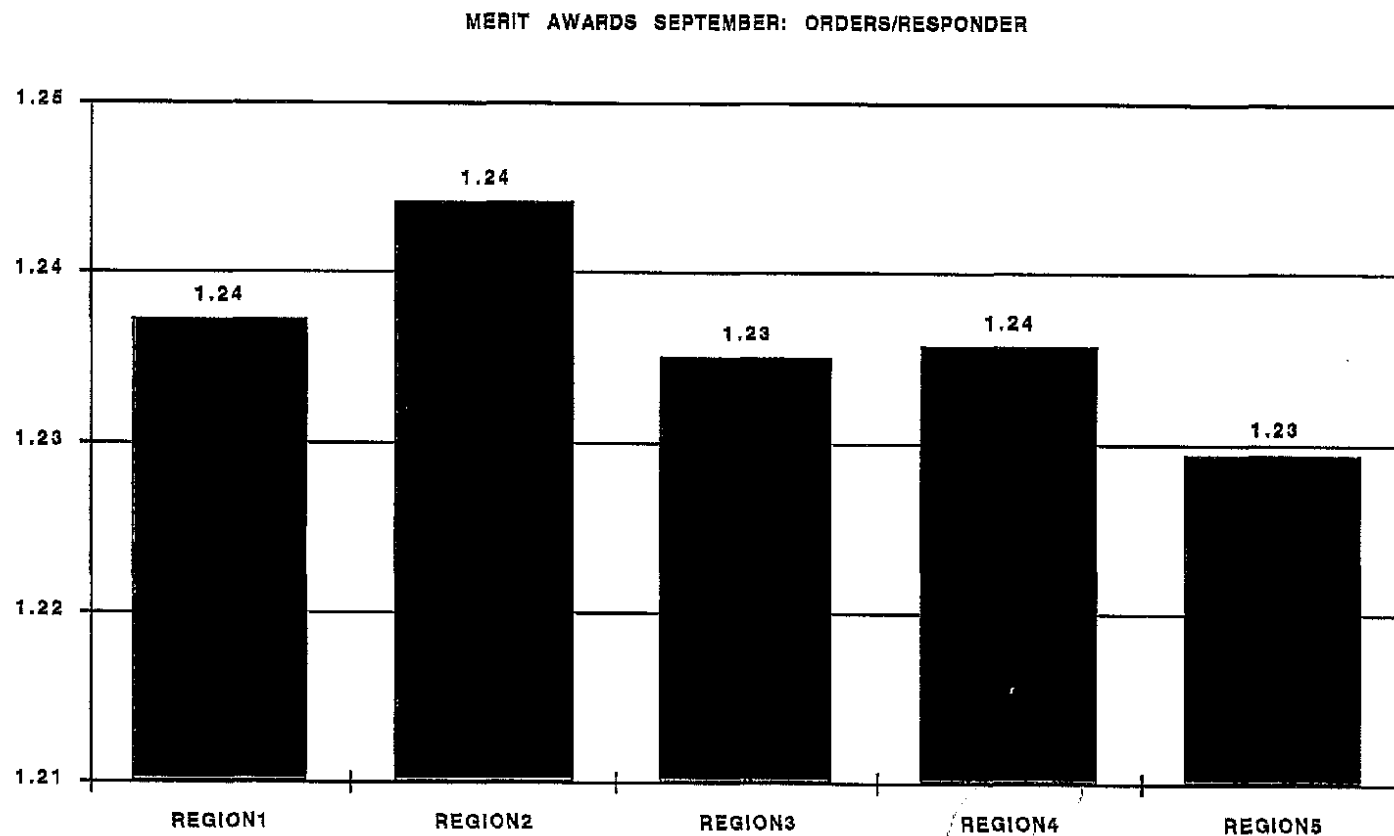
RESPONDERS BY REGION

Region 4 accounted for more than its fair share of responders.



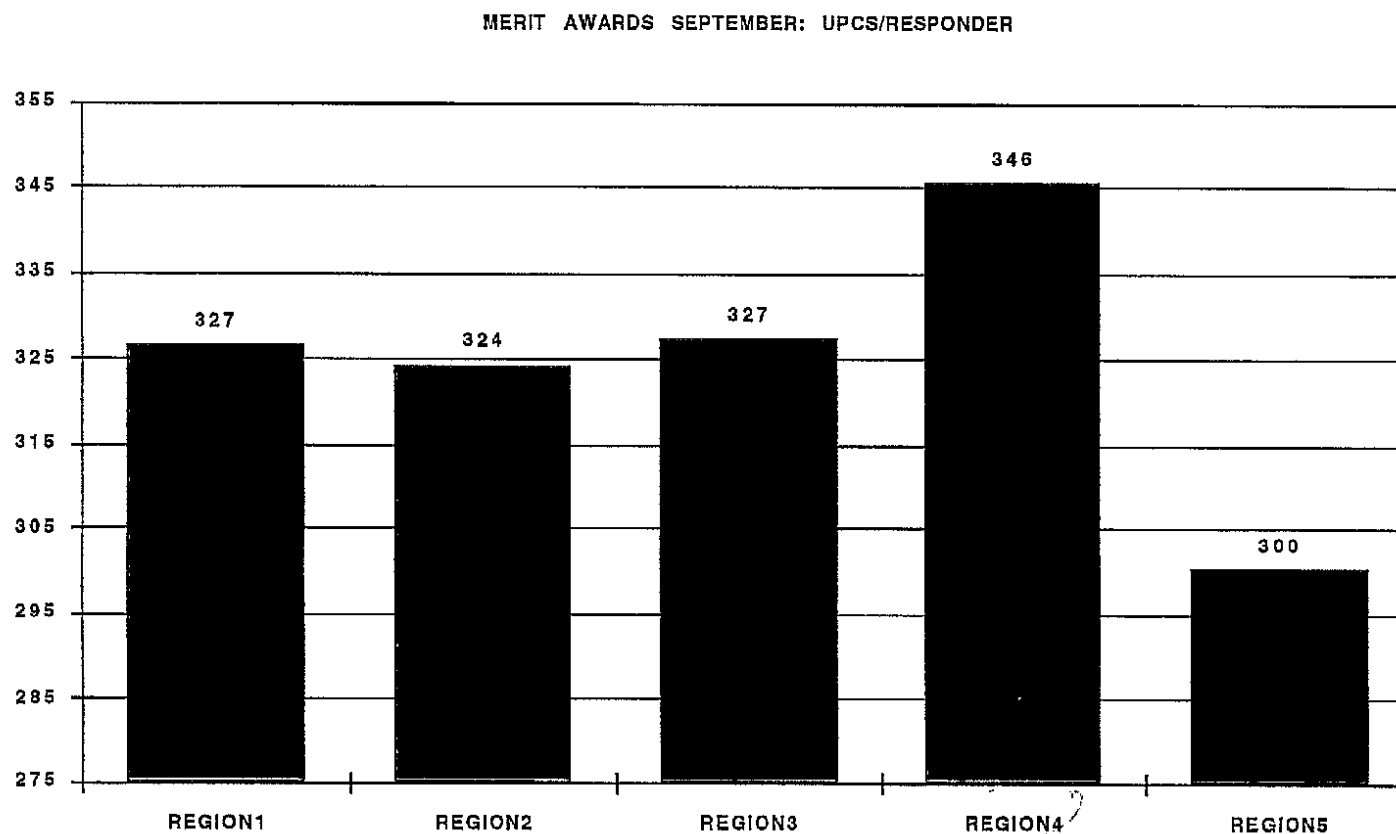
ORDERS PER RESPONDER

While there is little difference in the number of orders the average responder submitted in any region,...



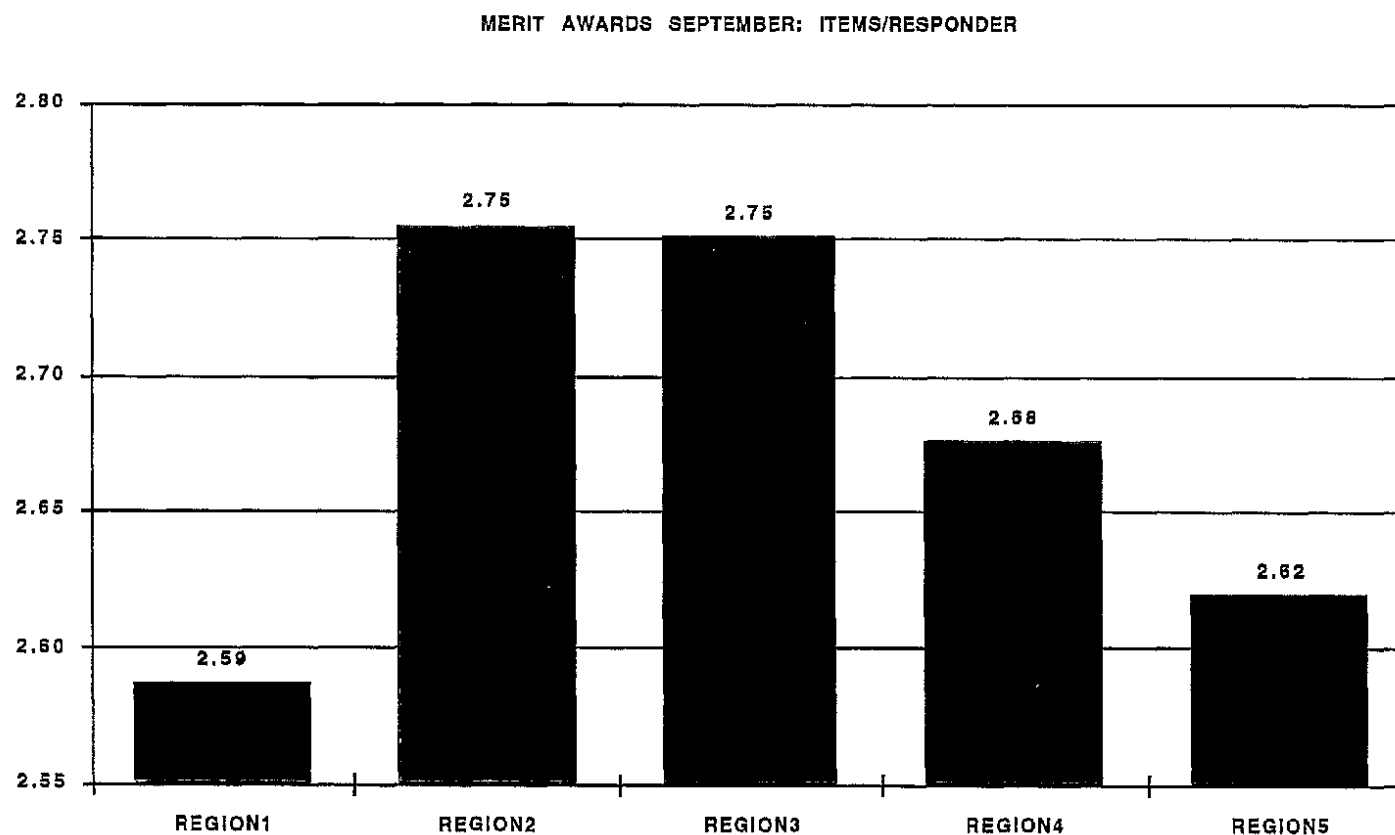
UPCS PER RESPONDER

...Region 4 responders redeemed more UPCs per responder than any other region.



ITEMS PER RESPONDER

Region 1 responders redeemed for fewer items than any other region.



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